

CITY OF SELAH

ADMINISTRATIVE & MARKETING SPECIALIST

This job description is intended to present a descriptive list of the range of duties performed by the position. It is not intended to reflect all duties performed within the job.

DEFINITION

Under the direction of the Recreation Manager, oversee the planning, organization, development and direction of programs and events in City of Selah Facilities. Communicate with incoming groups and act as a liaison for the incoming vendors. Develops and administers contracts for the operation of recreational facilities. Provide responsible administrative support to the department.

SUPERVISION RECEIVED AND EXERCISED

Receives supervision from and reports to the Recreation Manager.

ESSENTIAL JOB FUNCTIONS

Essential functions and duties include, but are not limited to, the following:

1. Participate in the development and implementation of goals, objectives and policies for the City's Recreational Facilities.
2. Identify opportunities for improvement and review with the Manager; implement improvements.
3. Develop collaborative alliances with event vendors.
4. Stay current with trends and innovations in the events field.
5. Participate in the negotiations of contract and agreements with facility users, ensure compliance with local, state and federal laws and regulations.
6. Plan, develop and organize a comprehensive use calendar for all the recreation buildings and facilities.
7. Schedule and supervise day to day operations and activities in the recreational buildings and facilities.
8. Prioritize, schedule and coordinate events.
9. Draft contract language, develop standard contract forms, monitor for contract compliance.
10. Develop survey forms and questionnaires to measure customer satisfaction.
11. Respond to customer inquiries for information, work to resolve issues regarding facility operations.
12. Develop standard meeting and banquet room layouts and provide to incoming groups.

QUALIFICATIONS

Knowledge of:

Organizational and management practices

Principles and practices of program development and administration

Marketing theories, principles and practices and their application to the community facilities and services

Modern office procedures, methods and computer equipment

Oral and written communication skills

Correct English usage, grammar, spelling, punctuation and vocabulary

Interpersonal skills using tact, patience and courtesy

Contract administration

Survey techniques

Cost estimating

Ability to:

Coordinate with renters and their vendors
Operate a multi-line telephone system
Use excel to create spreadsheets and graphs
Recommend changes and implement them
Maintain an online calendar of events
Create a brochure
Get company advertisers for brochures
Communicate verbally and in writing

QUALIFICATIONS

Education, Experience, and Training Guidelines

Education:

- High school diploma or GED and some college. Preferred: degree in event coordination or marketing.

Experience:

- Minimum 1 year, preferred 3 years, experience scheduling facilities and coordinating with clients & vendors

Training, licensing, or certifications:

- Possession of current first aid/CPR certification
- Possession of valid Washington State Driver's License

WORKING CONDITIONS

Environmental Conditions:

Office and indoor/outdoor recreational facility environment; travel from site to site; exposure to computer screens, potentially hazardous chemicals, inclement weather conditions; may work in or with water; may work on slippery or uneven surfaces. Schedule may include evening and weekend hours

Physical Conditions:

Essential functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; moderate or light lifting and carrying; operating motorized vehicles; may operate pool equipment; near visual acuity for performing administrative tasks on a computer.

Note:

1. Any combination of education and experience may be substituted, so long as it provides the desired skills, knowledge and abilities to perform the essential functions of the job.
2. While requirements may be representative of minimum levels of knowledge, skills and abilities to perform this job successfully, the employee will possess the abilities or aptitudes to perform each duty proficiently.
3. This job description in no way implies that these are the only duties to be performed. Employees occupying the position will be required to follow any other job-related instructions and to perform any other job related duties requested by their supervisor.